5   ABSTRACT

An invention for customizing a web site by gathering
information from a web site visitor's sessions while the user is
using the web site. The visitor's session information is

10   compared with expected visitor behavior, based on the present
structure of the web site. Using pre-programmed basic comparison
rules and computer based mathematical models, matrices are used
to represent statistical information about the visitor's sessions
on the web site. The statistical information is used to extract

15   visitor behavior which was unexpected (anomalies). Anomalies are
grouped into recommendations. These recommendations are used to
automatically customize the web site. In the alternative,
information is provided to the web site administrator to
customize the web site to be more efficient and visitor friendly,

20   maximizing the operation of the Web site and promoting more
frequent visits.